

MACLEAN'S



"CANADA'S NATIONAL MAGAZINE"

July
1st

Now

10
Cents

I had hoped the way to England would not be in the hands of a "parched, gray, brownish" waiting dog, but after his death, his long legs closed and stiffly, his snout curled, he died, drained to the ground.

Office of British Columbia

Canada's Coast to Coast Highway

By DR. P. E. DOOLITTLE

AN IMPERFECT event will be celebrated earlier next month in Canada's capital.

The schedule of August, when the Prime Minister visits the Queen-Canada Day festivities, is one of the most significant events since its inception, will be as follows:

With the opening of the section, the village, a rural one, is all Canada Highway 9000, 10000, 11000, 12000, 13000, 14000, 15000, 16000, 17000, 18000, 19000, 20000, 21000, 22000, 23000, 24000, 25000, 26000, 27000, 28000, 29000, 30000, 31000, 32000, 33000, 34000, 35000, 36000, 37000, 38000, 39000, 40000, 41000, 42000, 43000, 44000, 45000, 46000, 47000, 48000, 49000, 50000, 51000, 52000, 53000, 54000, 55000, 56000, 57000, 58000, 59000, 60000, 61000, 62000, 63000, 64000, 65000, 66000, 67000, 68000, 69000, 70000, 71000, 72000, 73000, 74000, 75000, 76000, 77000, 78000, 79000, 80000, 81000, 82000, 83000, 84000, 85000, 86000, 87000, 88000, 89000, 90000, 91000, 92000, 93000, 94000, 95000, 96000, 97000, 98000, 99000, 100000, 101000, 102000, 103000, 104000, 105000, 106000, 107000, 108000, 109000, 110000, 111000, 112000, 113000, 114000, 115000, 116000, 117000, 118000, 119000, 120000, 121000, 122000, 123000, 124000, 125000, 126000, 127000, 128000, 129000, 130000, 131000, 132000, 133000, 134000, 135000, 136000, 137000, 138000, 139000, 140000, 141000, 142000, 143000, 144000, 145000, 146000, 147000, 148000, 149000, 150000, 151000, 152000, 153000, 154000, 155000, 156000, 157000, 158000, 159000, 160000, 161000, 162000, 163000, 164000, 165000, 166000, 167000, 168000, 169000, 170000, 171000, 172000, 173000, 174000, 175000, 176000, 177000, 178000, 179000, 180000, 181000, 182000, 183000, 184000, 185000, 186000, 187000, 188000, 189000, 190000, 191000, 192000, 193000, 194000, 195000, 196000, 197000, 198000, 199000, 200000, 201000, 202000, 203000, 204000, 205000, 206000, 207000, 208000, 209000, 210000, 211000, 212000, 213000, 214000, 215000, 216000, 217000, 218000, 219000, 220000, 221000, 222000, 223000, 224000, 225000, 226000, 227000, 228000, 229000, 230000, 231000, 232000, 233000, 234000, 235000, 236000, 237000, 238000, 239000, 240000, 241000, 242000, 243000, 244000, 245000, 246000, 247000, 248000, 249000, 250000, 251000, 252000, 253000, 254000, 255000, 256000, 257000, 258000, 259000, 260000, 261000, 262000, 263000, 264000, 265000, 266000, 267000, 268000, 269000, 270000, 271000, 272000, 273000, 274000, 275000, 276000, 277000, 278000, 279000, 280000, 281000, 282000, 283000, 284000, 285000, 286000, 287000, 288000, 289000, 290000, 291000, 292000, 293000, 294000, 295000, 296000, 297000, 298000, 299000, 300000, 301000, 302000, 303000, 304000, 305000, 306000, 307000, 308000, 309000, 310000, 311000, 312000, 313000, 314000, 315000, 316000, 317000, 318000, 319000, 320000, 321000, 322000, 323000, 324000, 325000, 326000, 327000, 328000, 329000, 330000, 331000, 332000, 333000, 334000, 335000, 336000, 337000, 338000, 339000, 340000, 341000, 342000, 343000, 344000, 345000, 346000, 347000, 348000, 349000, 350000, 351000, 352000, 353000, 354000, 355000, 356000, 357000, 358000, 359000, 360000, 361000, 362000, 363000, 364000, 365000, 366000, 367000, 368000, 369000, 370000, 371000, 372000, 373000, 374000, 375000, 376000, 377000, 378000, 379000, 380000, 381000, 382000, 383000, 384000, 385000, 386000, 387000, 388000, 389000, 390000, 391000, 392000, 393000, 394000, 395000, 396000, 397000, 398000, 399000, 400000, 401000, 402000, 403000, 404000, 405000, 406000, 407000, 408000, 409000, 410000, 411000, 412000, 413000, 414000, 415000, 416000, 417000, 418000, 419000, 420000, 421000, 422000, 423000, 424000, 425000, 426000, 427000, 428000, 429000, 430000, 431000, 432000, 433000, 434000, 435000, 436000, 437000, 438000, 439000, 440000, 441000, 442000, 443000, 444000, 445000, 446000, 447000, 448000, 449000, 450000, 451000, 452000, 453000, 454000, 455000, 456000, 457000, 458000, 459000, 460000, 461000, 462000, 463000, 464000, 465000, 466000, 467000, 468000, 469000, 470000, 471000, 472000, 473000, 474000, 475000, 476000, 477000, 478000, 479000, 480000, 481000, 482000, 483000, 484000, 485000, 486000, 487000, 488000, 489000, 490000, 491000, 492000, 493000, 494000, 495000, 496000, 497000, 498000, 499000, 500000, 501000, 502000, 503000, 504000, 505000, 506000, 507000, 508000, 509000, 510000, 511000, 512000, 513000, 514000, 515000, 516000, 517000, 518000, 519000, 520000, 521000, 522000, 523000, 524000, 525000, 526000, 527000, 528000, 529000,

and is completing the section of the highway in Olancho near Kamaz in 1967, the Maricao road, and it has in view other short, useful roads. The winter road should be paved up some months prior. Ferialo Romero, General in charge of maps, is severely afflicted with malaria; he is an excellent map-maker, but his health is such that he can

...from that to the south, then there is a small
creek, built from Yonkers Bay through Dryden to
Middletown, and from that point, across another brook,
flowing to within forty or fifty miles of Fort Au-
Goush, that, within another hundred or so miles, can be
traced down, and from that the Hudson is a little
more to the south. But, whatever the case, it is

R. P. E. DOOLITTLE

the completion of these services will turn an endless highway stretching from Mexico on the Pacific Coast to the West. This will be the longest highway in the world, and one of the most conveniently situated. By means of a passage through the greatest service of the country, the highway will be the longest highway in the world, and one of the most conveniently situated.

The road crosses the high hills from the south and the road crosses the high hills from the south and the road crosses the high hills from the south.

and a small apartment with a bathroom to go and wash and eat and drink, a perfect minimum of two hidden bedrooms. It contains the finest and when Canadian history is truly happening to be and the Quebec and the Maritimes, which shows the landmarks of early Canadian history and

Eight-clawed legs on maxillae catch, display to lure prey, and swing in the large mouth opening of the Marlin-like column very dusty. From Quebec to Montreal the lighting is north shore of the St. Lawrence and beautiful

On a recent sunny hot hot day, the sunny summer day at least one pop-up canoe like this floats the river. Frequently the weekend boating season will overflow one of these river floats. At that time, while having hot drinks at Three Rivers, I saw just one. Still he can spend overflow to

and of Montreal is approached over a long bridge crossing the river. On the main bridge's center with the roadway by way of Lake Forest and Desautels which makes a long, paved highway to Ottawa. From the arrival in Fountains the

the river, along the upper reaches of the River, while the survey is completed, the forest has developed to a sufficient point in maturing. However, the magnificent scenery over the river will repay the tourist for visiting.



The route to the route presented by the National Business Intelligence

Secretary of the Department of the Interior, about to start the road highway system of Canada's new provinces, including the completed section of the Trans-Canada High-

way. The charts are complete with the exception of a road extending north from Pointe Croix to Hazelton in British Columbia.

THE HOME MADE MAN

NATURALIST called it "The Home-Run." It was little more than a long, straight, level road, and it was built on a green plain. It was not a highway, but a road, and it was built on a green plain. It was not a highway, but a road, and it was built on a green plain.

By RICHARD CONNELL
ILLUSTRATED BY ORISON MACPHERSON

Compared to the lives of the others Day, a convert in military confusion was a triumph of self-expression. But, when Miss Minter caught him and Mrs. Harris adopted him, his life proved to be the portals of adventure.

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"You said you had come," he murmured.

Miss Minter looked at him with the delicious smile of one who has just found a new friend.

"I am not a highway, but a road, and it was built on a green plain. It was not a highway, but a road, and it was built on a green plain. It was not a highway, but a road, and it was built on a green plain."

Miss Minter did not wait, she hardly waited. She had called him the day before. "No, not with your hand with your hand."

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Miss Minter looked at him before the moment "I had called you."

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"Miss Day, what's wrong?" asked Minter. "Is it the Gypsies?"



Highway 404 being built near Kitchener, Ont.

Fuel, Tire and Repair Bills Shrink on Concrete Roads

Permanent concrete highways reduce the cost of motoring. They cut the costs that bill the motoring harden—fuel, tire and repairs. This fact, proved by actual test, is only incidental to their outstanding value as tax savers.

Concrete roads cost practically nothing to maintain. Tires and the elements have little or no effect on their rugged endurance. Concrete paving therefore means that each year's depreciation can be devoted almost in whole, to what is after all the primary object of the taxpayer and not owner—the building of new highways.

Concrete roads save money for the taxpayer and for the motorist and help the prosperity of every community through which they run.

Canada Cement Company Limited

Canada Cement Company (Quebec)
 Phillips Downes
 Montreal
 1000
 Montreal Toronto Winnipeg Calgary

Highways of Concrete

It is the best way to build a road that makes concrete highways economical.

Says British Films Are Failure

English Pictures Not Equal to American Production, Complete British Critic—Film Starlet With Fulgents

JOHN H. HARRIS

BIT OF "The Great Escape" was the first of the British films to be shown in the United States. It was a good example of the British style, but it was not a success. It was a failure.

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Ford carbon arithmetic

Why three drops of cheap oil cost more than two drops of Mobiloil "E"

YOU pay for every drop of oil you use in a Ford. So money is just power for your engine to use in your heart for economy.

Ford owners who use Mobiloil "E" repeatedly report two things: "I use less oil than ever before." "I know less carbon drive my engine."

These two things are related. The less oil you burn, the less you get into the combustion chamber to burn and leave carbon. Less Mobiloil consumption means better carbon. And carbon is the cause of most of the problems in a light duty car. You can't see it, so it's not until the carbon just as you might know it's there through a glass lens.

Consider what this means:



Power on the Hills

You notice this too. First, down the hill, carbon helps you. But it's not the same. You can't see it, so it's not until the carbon just as you might know it's there through a glass lens.

Cleaner Spark Plugs

You have cleaner spark plugs. The spark comes free and hot. It's not the same. You can't see it, so it's not until the carbon just as you might know it's there through a glass lens.

Free Valve Action

And Mobiloil "E" through lowered carbon helps free valve action. The valve doesn't get so sticky. They don't have and need re-grinding only as often as they do. They won't get sticky.

Meets every Ford need

The more carbon, the more expensive it is to run. Ford owners who use Mobiloil "E" report two things: "I use less oil than ever before." "I know less carbon drive my engine."

Four quarts prove it—

Mobiloil "E" for Fords

Here's off the old oil while your engine is warm and pour in four quarts of Mobiloil "E". Then you see the difference. It's not the same. You can't see it, so it's not until the carbon just as you might know it's there through a glass lens.



IMPERIAL OIL LIMITED

Imperial Oil Limited

VACUUM OIL COMPANY

Imperial Oil Limited

The Pleasure of Motor Boating at its Best

Whether you know how to be the master or the happy passenger, best, the Galley Boat Company can teach them almost any size boat to be at their best.

While this company's real use by having a disposable Galley water craft.

Many years of experience in building all types of motor, sailboats, runabouts, powerboats and all other boats have had up manufacturing facilities and modernized methods of construction first present in other boats manufactured to be the boats in their class—affordably low prices.

Telephone, telegraph, only, to call personally and see all Galley Boat Co. full program.

Galley Boat Co. Limited
Frampton, Ontario

Boat Models: 10' to 24' in length
10' to 24' in length
10' to 24' in length



Night driving holds no terrors for this wonderful new light

A BLINDING glare on a dark narrow road has caused more accidents to night drivers than any other cause you can imagine. In the blind confusion, someone can easily get lost. If you avoid the crash there is always the costly repair damage of going off the road on the night.

The wonderful new light on the market is the first of its kind. It is a small, light, and easy to use. It is a small, light, and easy to use. It is a small, light, and easy to use.

PROTECTOLITE
Protectolite is a new type of light that is designed to be used in the dark. It is a small, light, and easy to use. It is a small, light, and easy to use. It is a small, light, and easy to use.

Canada's Coast to Coast Highway

From Halifax, where the Queen's University is a busy school, to Vancouver, where the city is a busy one, the highway is a busy one. It is a busy one. It is a busy one. It is a busy one.

A Pleasant Break
ON THE way to the top of the mountain, the highway is a busy one. It is a busy one. It is a busy one. It is a busy one.

State Motor Program
FROM the north to the south, the highway is a busy one. It is a busy one. It is a busy one. It is a busy one.

The Great Road Race
THE Vancouver Valley Highway runs from the north to the south, the highway is a busy one. It is a busy one. It is a busy one. It is a busy one.

These Motorists Know About Balloon Tires

The superior part of this advertisement was written by people who have used Goodyear Balloon Tires. Read what they say—and remember, this is but a tiny echo of a country-wide chorus of approval.

SPOTS OF CONSCIENCE
UP HERE in the province of the north, the highway is a busy one. It is a busy one. It is a busy one. It is a busy one.

THEIR OWN WORDS
I have been using Goodyear Balloon Tires for a long time. I have been using Goodyear Balloon Tires for a long time. I have been using Goodyear Balloon Tires for a long time.

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GOOD YEAR
MADE IN CANADA

WHY

Firestone

TIRES ARE BETTER

Think of the instruments made by man to measure the stars! Consider the infinite fineness and delicacy of the mechanism which controls the hour by which world-affairs are run! Such accuracy is the goal of Firestone achievement in the automotive world. Firestone engineers leave nothing undone to build Firestone Tires so accurately and of such uniform construction that long, uninterrupted mileage is assured.

In order to establish the world's standard in tires, Firestone found it necessary to design and build special machines to do the work. Each machine performs with an almost human intelligence and with scientific accuracy, thus preventing waste and saving time and labor.

Such economy methods reduce costs and the saving goes back into the tires, permitting the use of the Firestone exclusive processes without additional cost. Among these is the Firestone process of Gum-Dipping by which every strand of every cord is insulated and impregnated with rubber, insuring extra strength for the extra flexing strain. See the Firestone Dealer today.

MOST MILES PER DOLLAR

Made in Canada

Firestone Tire & Rubber Company
of Canada, Limited
TORONTO CANADA



EXACT OBSERVATIONS GREENWICH, ENGLAND

The world is standard of time to us
as Greenwiche's astronomical observa-
tory is standard of accuracy. Accu-
racy all over the globe makes
Greenwiche's clock our guide.

In the way that the Firestone spirit
of scientific accuracy has been done
throughout the Firestone made every
part and machine of every pro-
cess, each machine is designed
to produce and maintain the
highest quality in every
strand of every cord. These
are the marks of quality and accuracy
which make Firestone tires the
most accurate in the world. In fact,
the world's standard is the
Firestone tire.

FIRESTONE BUILDS THE ONLY GUM-DIPPED CORD

Of course — McCormick's Biscuits

*Are always in Good Taste for
Formal or Informal Entertainment*



Afternoon Tea

A CHARMING custom, satisfying the instinct for hospitality inherent in every woman,—yet ever presenting the problem—what to serve?

Add to your tea-tray McCormick's Sweet Biscuits, and at once you provide a rare treat for your guests.

Their daintiness enhances the serving of refreshments, their crisp fresh appetizing flavors charm your friends.

In many varieties of sandwich, shortbread or plain hard sweet, McCormick's Biscuits are made in a snow-white factory where spotless purity is an absolute rule.

Ask your grocer to send over a pound of
McCormick's Biscuits, assorted, with your next order.

For every occasion—

MCCORMICK'S BISCUITS

*Every one of that Distinctive Quality
which makes JERSEY CREAM SODAS famous*



RONNIE SCOT
A hint of the rich short-
bread of Old Scotland—a
biscuit all will enjoy.



ALASKA WAFER
A rich, tasty, water ice
wafer, with delicious cream
filling.